

MAGAZINES/PRINT		1985 TOTAL COST: \$17.7MM	
GENERAL MARKET CORE TITLES (6 MONTH SCHEDULE)	BETTER HOMES & GARDENS COSMOPOLITAN COUNTRY HOME ESQUIRE FAMILY CIRCLE GO HOME MAGAZINE INSIDE SPORTS IN-STYLE	LADIES HOME JOURNAL LIFE MACGILL'S NEWSWEEK NEW WOMAN PEOPLE PLAYBOY REDBOOK SOAP OPERA GUEST	SPORT SPORTS ILLUSTRATED TV GUIDE US U.S. NEWS & WB WOMAN'S DAY WORKING WOMAN
CORE REGIONAL MARKET TITLES (6 MONTH SCHEDULE)	ALPHA BALTIMORE BUZZ CHICAGO HONOLULU HOLSTON LIFE	LOS ANGELES L.A. TIMES SUPPLEMENT SOUTHERN OCEAN DRIVE NEW ORLEANS NEW YORK PHILADELPHIA	PHILADELPHIA INQUIRER SAN DIEGO SOUTHERN LIVING TEXAS MONTHLY PARADE USA WEEKEND
SECONDARY TITLES (3-6 MONTH SCHEDULE)	ALLURE BON APPETIT CABLE GUIDE DETAILS ECONE ENTERTAINMENT WKLY FORTUNE	FOOD & WINE GOURMET HARPER'S BAZAAR INTERVIEW MONEY MOVIE LINE	PLAYBILL SPY STAGEBILL TRAVEL & LEISURE VANTAGE YOUR FUTURE
ALTERNATIVE LIFESTYLE (4-6 MONTH SCHEDULE)	ADVOCATE GUT	METRO SOURCE TEN PERCENT	...
ASIAN (4-6 MONTH SCHEDULE)	A MAGAZINE	FACE	TRANSPACIFIC
MILITARY (4-6 MONTH SCHEDULE)	MILITARY LIFESTYLE HONOLULU LADY STAR BULLETIN	RETIRE MILITARY FAMILY	
AFRICAN-AMERICAN PRIMARY	BLACK ENTERPRISE EBONY	ESSENCE JET	
SECONDARY	BLACK ELEGANCE EBONY MAN	CLASS VIBE	EMERGE UPSCALE
MEGAPAPERS	ATLANTA TRIBUNE NEW ORLEANS TRIBUNE	NIGGO ATLANTA (ATLANTA)	
POP	3 TO 6 INSERTS OVER 3 MONTHS		
HISPANIC PRIMARY	COSMOPOLITAN CRISTINA ELLE	HARPER'S BAZAAR VARE CLARE	TV Y NOVELAS VANGUARDS
SECONDARY	ICCAAS BUENHOGAR HISPANIC	HISPANIC BUSINESS LA PLAYA MIAMI MEN'S JAL	RITMO DE LA NOCHE SELECTA
SUPPLEMENT	VISTA		
FSI	Y&D		

CORPORATE POOL SCHEDULE
 -FIVE MONTH SCHEDULE. LOS ANGELES, MIAMI, SAN DIEGO (MAR, APR, JUNE, AUG, NOV)
 -FOUR MONTH SCHEDULE. BALTIMORE, DALLAS/FORT WORTH, WASH DC (MAR, APR, AUG, NOV), PHILADELPHIA (MAR, APR, JULY, NOV)
 -THREE MONTH SCHEDULE. ATLANTA (MAR, AUG, NOV), NEW YORK (MAR, APR, NOV)
 -TWO MONTH SCHEDULE. CHICAGO (MAR, NOV)

000* SCHEDULE
 FIVE MONTH SCHEDULE TAMPA, SAN FRANCISCO, SAN ANTONIO, RENO, ORLANDO, HOUSTON, WAXA (MAY, APR, JULY, AUG, NOV)
 FOUR MONTH SCHEDULE ALBUQUERQUE, BIRMINGHAM, JACKSON MS, JACKSONVILLE, LAKE CHARLES,
 LAS VEGAS, NEW ORLEANS, PENSACOLA, PHOENIX (MAY, APR, AUG, NOV), ST LOUIS (APR, MAY, AUG, NOV)
 THREE MONTH SCHEDULE CHICAGO (APR, JULY, AUG)
 ONE MONTH SCHEDULE DALLAS (APR, WORTH, JULY), ATLANTA (APR), NEW YORK (AUG)

DOO ETH-NO SCHEDULE CONCURRENT WITH GENERAL MARKET
AFRICAN-AMERICAN
-FIVE MONTH SCHEDULE IN MAM, LOS ANGELES, HOUSTON, SAN FRANCISCO, DALLAS-FT. WORTH
ORLANDO
-FOUR MONTH SCHEDULE IN MI, LOU. S. NEW ORLEANS JACKSONVILLE, ATLANTA, JACKSON MS,
BIRMINGHAM, PENSACOLA
HISPANIC
-FIVE MONTH SCHEDULE IN MI, LOS ANGELES, SAN FRANCISCO, SAN DIEGO, SAN ANTONIO
-FOUR MONTH SCHEDULE, N. ALBUQUERQUE

21-Mar ~ B5 STOP - NE

Source: <https://www.industrydocuments.ucsf.edu/docs/fzgm0004>